



Specialty Salmon Marketing Mini-Grant Application

Applications must be postmarked by December 15, 2000.

The Alaska Dept. of Community & Economic Development and the Kodiak Fisheries Industrial Technology Center are making competitive specialty salmon marketing mini-grants available to Alaska salmon processors and direct marketing fishers. About \$400,000 has been set aside for the program, and awards will range from \$10,000 to \$100,000 each. The purpose of this grant program is to provide a marketing boost to those proven value-added salmon products that are paving new market directions and opportunities for Alaska salmon overall.

Grant funds may be used for advertising, test product giveaways, marketing manager travel, label design, and all tasks related to product marketing. Administrative services/indirect costs are not allowed. Grant projects must be completed by August 1, 2002.

Applications will be evaluated competitively based on:

- Overall quality, creativity, and effectiveness of the marketing plan
- Demonstration of product market acceptance
- Uniqueness of the value-added salmon product
- Extent to which the product matches or fits within current consumer trend, i.e. home meal replacement
- Applicant commitment of time, money and personnel to the marketing of the product
- Extent to which the targeted market helps diversify existing markets for Alaska salmon
- Time and effort placed on product research and development
- Explanation of how grant will help sustain the effectiveness of current marketing activities.
- Extent to which the product and target market helps to pave significant new ground for the Alaska salmon industry
- Extent to which the marketing proposal helps to raise the tide for salmon fishermen

To Complete Application:

1. *Applications must be no larger than ten (10) pages total, including attachments.*
2. Please describe the product that you intend to market with grant funds. Describe the market research and testing behind the product. Explain how this product differs from traditional salmon products currently on the market.
3. Documentation of market appeal, a critical component of the application, can include sales invoices, letters or other proof of interest from established buyers, or awards in new product contests. The products must be value-added and distinctly different from traditional salmon products.
4. Please describe the marketing plan to be undertaken with mini-grant funds and attach documentation of market appeal. The marketing plan must include a description of the targeted market and a thorough discussion of the strategy and tactics used to promote sales and sustain market acceptance.
5. A budget for requested grant funds and an estimated return on expenditures. (See Budget Sheet)

6. A timetable for the marketing project that includes measurable milestones. Identify expenditures of grant funds tied to project milestones.

Mailing: Five copies of your completed application must be postmarked by December 15, 2000, and should be mailed to:

Glenn Mitchell
Alaska Dept. of Community and Economic Development
Division of Community and Business Development
P.O. Box 110804
Juneau, AK 99811-0804

Delivery-service (FedEx, UPS) application packages should be addressed to:

Glenn Mitchell
Alaska Dept. of Community and Economic Development
Division of Community and Business Development
333 Willoughby Avenue, 9th Floor
Juneau, AK 99811

Questions: Contact Glenn Mitchell at the Dept. of Community & Economic Development in Juneau, (907) 465-2023 or glenn_mitchell@dc.ed.state.ak.us.

Specialty Salmon Marketing Mini-Grants
Application Cover Page

Project Title: _____

Project Director: _____

Amount Requested: _____

Organization: _____

Mailing Address: _____

Phone: _____ Fax: _____ E-mail: _____

1. Please describe the product that you intend to market with grant funds.

2. Please describe the marketing plan to be undertaken with mini-grant funds and attach documentation of market appeal. The marketing plan must include a description of the product, the market research behind the product, identification of a target niche market, and a thorough discussion of the strategy and tactics used to promote sales and sustain market acceptance.

Documentation of market appeal, a critical component of the application, can include sales invoices, letters or other proof of interest from established buyers, or awards in new product contests. The products must be value-added and distinctly different from traditional salmon products.

2. Marketing Plan, continued

3. A budget for requested grant funds and an estimated return on expenditures. (See Budget Sheet)

Project Budget

Project Title:_____

Description	Grant Funds	Matching Funds	Total Funds
1. Personnel (list):			
2. Travel			
3. Equipment			
4. Supplies			
5. Publication Costs/Printing			
6. Advertising			
Total Costs:			

Estimated Return on Expenditures/ Notes on Budget:

[illegible]

4. A timetable for the marketing project that includes measurable milestones. Identify expenditures of grant funds tied to project milestones.

Signature (Project Manager): _____ Date: _____

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